

**APPROPRIATIONS COMMITTEE
PUBLIC HEARING**

February 11, 2014

TESTIMONY OF

**THE BUSHNELL
&
CONNECTICUT ASSOCIATION FOR THE PERFORMING ARTS
CAPA - SHUBERT THEATER
&
PALACE THEATER
&
STAMFORD CENTER FOR THE ARTS**

Good evening members of the Committee. My name is John Fisher and I am the Executive Director of the Connecticut Association for the Performing Arts (CAPA) and the Shubert Theater in New Haven and a board member of the Connecticut Arts Alliance (CAA).

I am Cathy Nonnenmacher CFO of the Stamford Center for the Arts.

I am David Fay, President and CEO of the Bushnell Center for the Performing Arts and also a board member of the CAA.

I am Frank Tavera the Chief Executive Officer of the Palace Theater in Waterbury and also on the Board of the CAA and

Collectively we represent the 2014-2015 designated funding identified as the "Performing Arts Centers" and collectively we wish to take this opportunity to thank you and the Governor for the support you have expressed our organizations over the past few years.

We come before you not as four competitors, but as four collaborators representing the state's premiere performing arts centers located in the heart of Waterbury, New Haven, Stamford and Hartford. As regional program providers, we serve a combined population of approximately about 2.7 million, or 77% of the State's population. Although independent and unique organizations, we share a common mission which is: to provide first-class entertainment, enhanced educational opportunities, positive economic impact and improved quality of life for the residents of Connecticut.

Whether through rental subsidy programs for our community users or outreach efforts to the young and old to encourage continued patronage, our shared mission in utilizing the diverse and unique resources of each of our multi-purpose facilities works to not only reenergize our cities but to reconnect the many communities that surround us. Thus, we serve as the "placemakers" within the State.

And although we are considered "performing arts centers" the reality is, for us it is more than just about the show. Through integrated school based arts and educational programs, school to career work opportunities or designated artistic and technical training, the diversity of our programs and offerings serve as educational assets, which foster creativity and the imaginations of our students and provide services which are currently being eliminated from many school curriculums. These

extensive programs provide students with the opportunity to master critical thinking, innovative communication skills and artistic and technical training that is vital for a productive workforce which is critical for our State to remain competitive.

Additionally, as we stated in testimonies past, the arts not only mean business, but the arts are good for business as well. In aggregate, even during a very weak economy – the arts generated \$653 million in organization and audience spending, yielding \$59,000,000 in local and state revenues, and supporting 18,314 full-time jobs.

Our four institutions collectively employ over 750 people, annually serve over 600,000 patrons and generate an economic impact of over \$55 million to our regions. This means the combined direct funding for our institutions in the Governor's proposed budget is returned to the State by about 35 times over. This impact does not include the significant capital contributions invested in maintaining, restoring and upgrading our individual historic and sophisticated facilities. Nor do these numbers reflect the more than 1,200 volunteers we collectively engage or the hundreds of non-profit and social service organizations who we help support with subsidies and fundraising assistance.

As "not-for-profit" performing arts centers, who rely on private and public support to insure achievement of our missions, we especially appreciate your acknowledgement of and continued financial support for the critical role we play in enhancing our State through the power of the arts.

We are grateful for your support and leadership. Thank you for your time.

Sincerely



Frank Tavera, CEO, Palace Theater



John Fisher, Executive Director, Shubert Theater



Cathy Nonnenmacher, CFO, Stamford Center for the Arts



David Fay, President and CEO, Bushnell Center for the Performing Arts